

## SPF SIG Causal Factor Tool #5 General Advertising Environmental Scan

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To gain a better sense of the magnitude of alcohol advertising you are going to gather data on alcohol marketing on billboards across your community (part 1) and in a sample of local newspapers and magazines (part 2). You may also decide to do a scan of local radio (part 3).

### **Part One**

The first measure of alcohol advertising will be to count all the billboards in your targeted geographic area (entire LSAA or subset). To do so, you will need to drive all the U.S. and State highways and interstates in your area. In addition you will need to drive all the business districts in the towns and cities that are included within your geographic boundaries. Using a map, mark the location of each billboard you encounter. A billboard that advertises alcohol, alcohol sales, or alcohol establishments should be marked with a red mark, whereas a billboard that does not advertise alcohol should be marked with a green mark. A billboard that has a prevention message about alcohol should be marked with a blue marker. Each billboard sign should receive one mark per advertisement presented on that billboard. If a billboard is visible from more than one road, highway or interstate, then it should only be counted once.

After marking the map with all the billboards in your geographic area, record the number of billboards advertising alcohol, advertising an alcohol prevention message, not advertising alcohol. To calculate the percent of billboards, simply divide the number of alcohol-related billboards (promotion or prevention) by the total number of billboards. This is a snapshot of billboard advertisements on roads and highways across your targeted geographic area.

Number of billboards advertising alcohol = \_\_\_\_\_

Number of billboards advertising alcohol prevention message = \_\_\_\_\_

Number of billboards not advertising alcohol = \_\_\_\_\_

**Percentage of billboards advertising alcohol = \_\_\_\_\_**

**Percentage of billboards advertising alcohol prevention message = \_\_\_\_\_**

### **Part Two**

In this next step there will be two concurrent parts. The first part will involve counting the number of alcohol advertisements in your local newspaper(s). The second part will involve counting the number of alcohol advertisements that specifically market promotional events that encourage the increased use of alcohol. The basic methodology you follow is the same for both parts.

To measure the number of alcohol advertisements you will need to look at copies of the major local newspapers/magazines in your community at four specific time points during the past year. You should have worked with your committee or Coalition to generate a master list of all publications and chosen a sample if the list is too large (see TM Section 5A).

List of Selected Publications	Deadline	Person(s) Responsible

Going in reverse chronological order, you will need to examine all the selected publications for the following time periods:

- July 3, 2007 to July 9, 2007
- December 24, 2007 to December 30, 2007
- February 2, 2008 to February 9, 2008
- April 18, 2008 to April 24, 2008

The data collection will capture information about two holiday periods and two non-holiday periods. Back issues used for the data collection periods should be archived and available either from the local library or local newspaper supplier. They may also be available online.

Note that you will need to examine all issues of the newspaper during the identified time periods. For instance, if your major newspaper only appears once per week you would only count that single day. If the newspaper is biweekly, then you will examine the two issues in the week. If the newspaper is daily, then you will examine all seven issues in the week. If your newspaper only appears once per month, count the ads that appear in that single monthly issue regardless of which week it appears.

When examining the newspapers, please count all advertisements for alcohol brands, alcohol distributors, liquor stores, bars, and saloons. You will also need to count restaurant advertisements that mention alcohol or bar service. You should look at both the regular print advertisements and the classifieds in your search.

As you count the alcohol advertisements, also note the number of advertisements that market promotional events encouraging the increased use of alcohol. To be more exact, count the number of advertisements for events like "ladies' night," "happy hour," unlimited drinking for a fixed price or over fixed time period, free or reduced priced drinks with a coupon, or "2-for-1 night," that encourage people to over-consume alcohol in retail establishments. Finally, note whether any particular group of people seems targeted.

Record your results in the table on the next page. Copy the table as many times as needed so you have one per publication.

Name of Publication	Frequency of Paper	Time Period	Total # of Alcohol Advertisements	Total # of Promotional Heavy Use Advertisements	Targeted Population(s)?
		July 3 – 9, 2007			
		Dec 24 – 30, 2007			
		Feb 2 - 9, 2008			
		April 18 - 24, 2008			

### **Part Three**

You may also decide to do a scan of local radio. This is similar to the newspaper scan. To measure the number of alcohol advertisements on the radio, you will need to listen to selected portions of local radio broadcasts. You should have worked with your committee or Coalition to generate a master list of all radio stations and chosen a sample if the list is too large (see TM Section 5A). Additionally, you should have decided on three time periods to listen to the stations.

Radio Station	Deadline	Person(s) Responsible

For the times selected on the days selected, listen to the radio broadcast for the entire hour. While listening, count the alcohol advertisements that are played (either as a commercial or promotion that occurs from the D-Jay directly). Also note the number of advertisements that market promotional events encouraging the increased use of alcohol. To be more exact, count the number of advertisements for events like "ladies' night," "happy hour," unlimited drinking for a fixed price or over fixed time period, free or reduced priced drinks with a coupon, or "2-for-1 night," that encourage people to over-consume alcohol in retail establishments. Finally, note whether any particular group of people seems targeted.

Record your results in the table on the next page. Copy the table as many times as needed so you have one per radio station.

Radio Station	Day of Week	Time Period	Total # of Alcohol Advertisements		Total # of Promotional Heavy Use Advertisements	Targeted Population(s) ?
			<i>DJ</i>	<i>Commercial</i>		
	Week day:	1.				
		2.				
		3.				
	Weekend day:	1.				
		2.				
		3.				